

Fig. 1

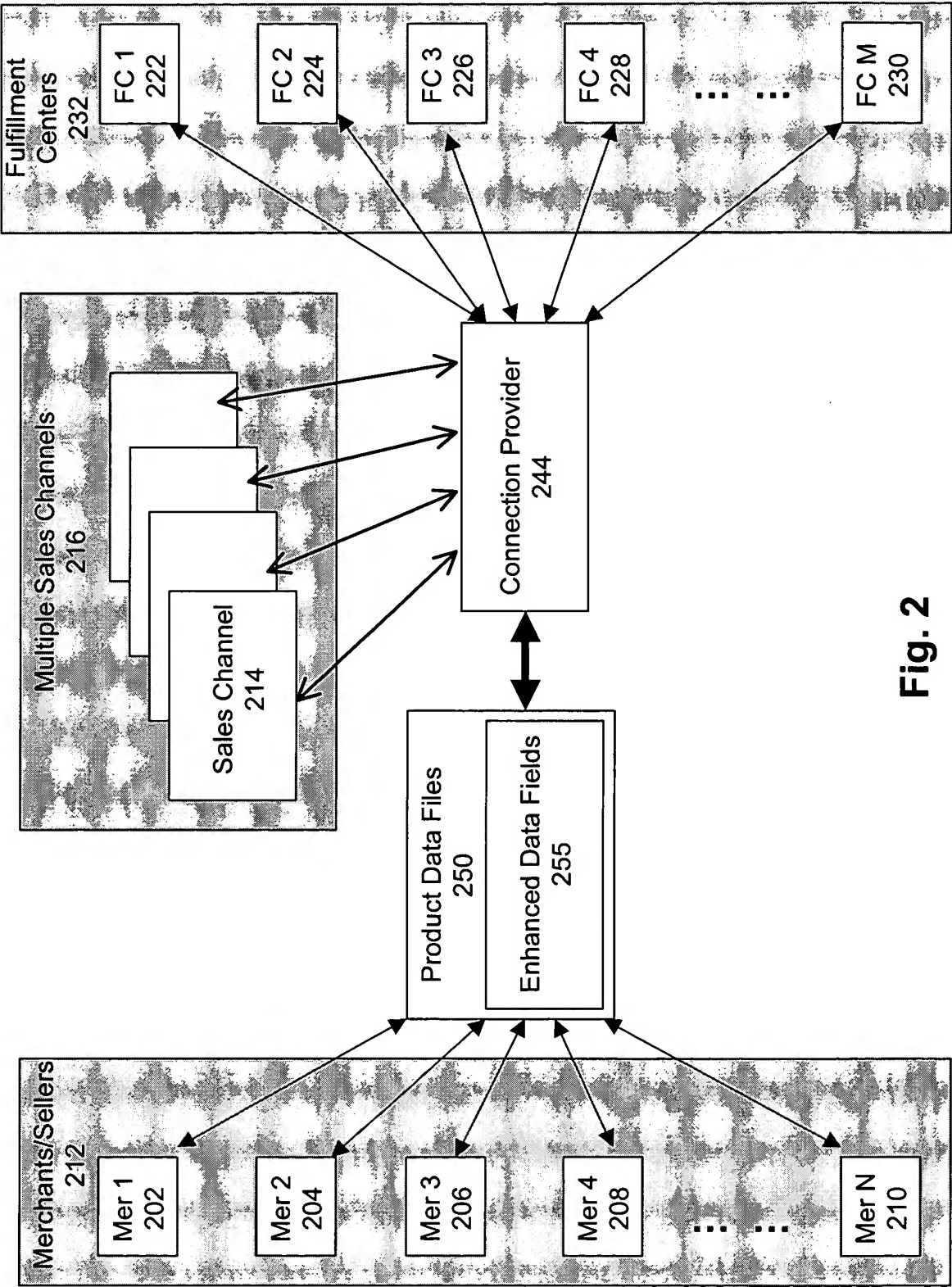


Fig. 2

Product Data File (PDF)

300

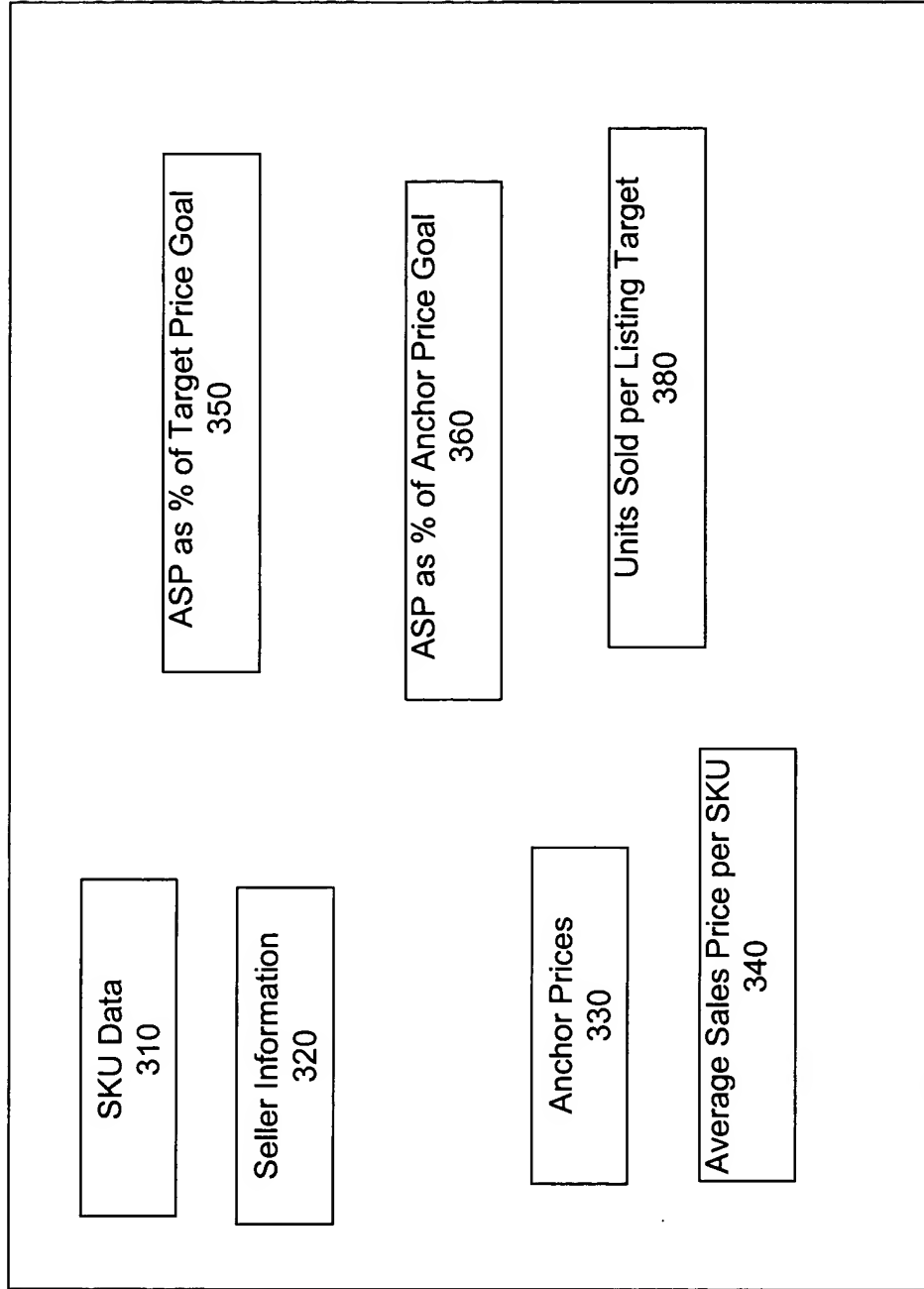


Fig. 3

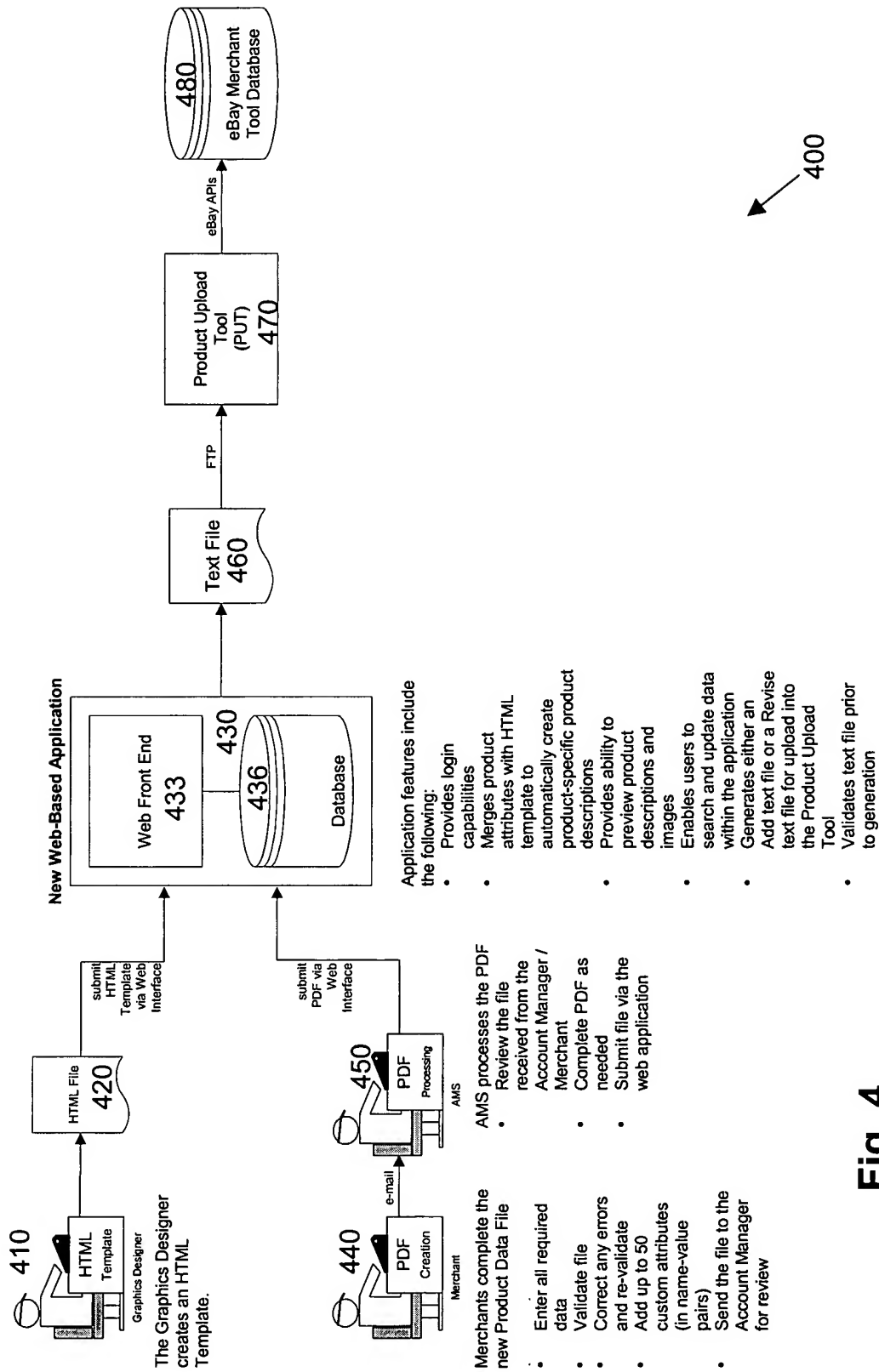


Fig. 4



Weekly and Monthly Dashboard for [Merchant Name]

528

523

513

518

Week of December 14, 2003

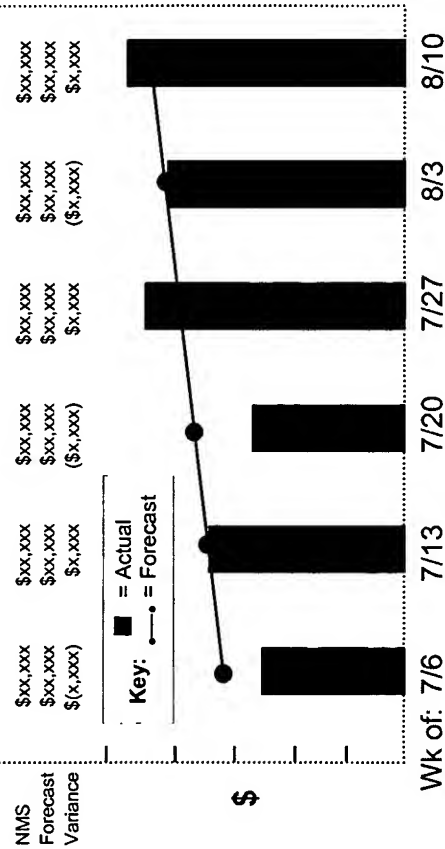
Executive Summary

- Bullet point highlights from Account Manager
 - Key insights
 - Performance alerts (positive and negative)
 - Recommendations

533

543

Net Merchandise Sales



Top Line Highlights

Metric	Current Wk	Past Wk	Wk Change
NMS	\$40,000	\$39,000	\$1,000
NMS to date	\$850,000	\$810,000	\$40,000
# Listed SKUs	135	145	(10)
Auction			
NMS	\$30,000	\$30,000	0
# Listings	275	275	0
# Units sold	300	225	75
CR%	80%	75%	5%
Fixed Price			
NMS	\$9,000	\$8,000	\$1,000
# Listings	100	120	5
# Units sold	175	200	(25)
Units sold/listing	1.8	1.7	0.1
Store Sales			
NMS	\$1,000	\$1,000	0
# Listings	25	25	0
# Units sold	25	30	(5)
Units sold/listing	1.0	1.2	(0.2)
ASP	\$80.00	\$86.67	(\$6.67)
ASP % of Target	95%	93%	2%
ASP % of Anchor (xxx)	125%	120%	5%

Bottom Line Highlights

Metric	Total	% NMS
GMS	\$43,000	
NMS	\$40,000	
eBay Fees	\$x,xxx	(est.) x.x%
PayPal Fees	\$x,xxx	x.x%
C2e Fees	\$x,xxx	x.x%
Warehouse Fees	\$x,xxx	x.x%
Total Fees	\$x,xxx	xx.x%
Net Proceeds	\$xx,xxx	xx.x%

Product Highlights: Slow Movers

Slow Movers:	GMS	Units Sold	Times Listed	Units In Stock	GMS Potential	Start\$ / Targets
1. Product Title	\$	—	—	—	—	—
SKU	—	—	—	—	—	—
Product Title	—	—	—	—	—	—
SKU	—	—	—	—	—	—
Product Title	—	—	—	—	—	—
SKU	—	—	—	—	—	—

Product Highlights: Best Sellers

Top \$ Sellers:	Product Title	SKU	GMS \$	Units Sold	Units In Stock	ASP \$	GMS Potential	ASP/Target
1.	Product Title	SKU	—	—	—	—	—	—
2.	Product Title	SKU	—	—	—	—	—	—
3.	Product Title	SKU	—	—	—	—	—	—
Top Unit Sellers:	Product Title	SKU	GMS \$	Units Sold	Units In Stock	ASP \$	GMS Potential	ASP/Target
1.	Product Title	SKU	—	—	—	—	—	—
2.	Product Title	SKU	—	—	—	—	—	—
3.	Product Title	SKU	—	—	—	—	—	—
Top Margin Producers:	Product Title	SKU	GMS \$	Units Sold	Units In Stock	ASP \$	GMS Potential	ASP/Target
1.	Product Title	SKU	—	—	—	—	—	—
2.	Product Title	SKU	—	—	—	—	—	—
3.	Product Title	SKU	—	—	—	—	—	—

Fig. 5A

548

Sales by Week

510 →

Key Statistics

- Year-to-Date GMS¹: \$800,00
- Last Week NMS²: \$50,000
- Current Week NMS²: \$28,000 (Tues)
- Avg. Recovery³: 118%
- Average Selling Price: \$89.57
- # Units Sold²: 500
- # SKUs Listed: 200
- Hot Items ← 535
 - SKU ABC - Home Theater System
 - SKU DEF - Microwave
 - SKU GHI - HP Laptop
 - SKU JKL - Hi-Fi VCR
 - SKU MNO - Noise-Canceling Headphones

545 ←

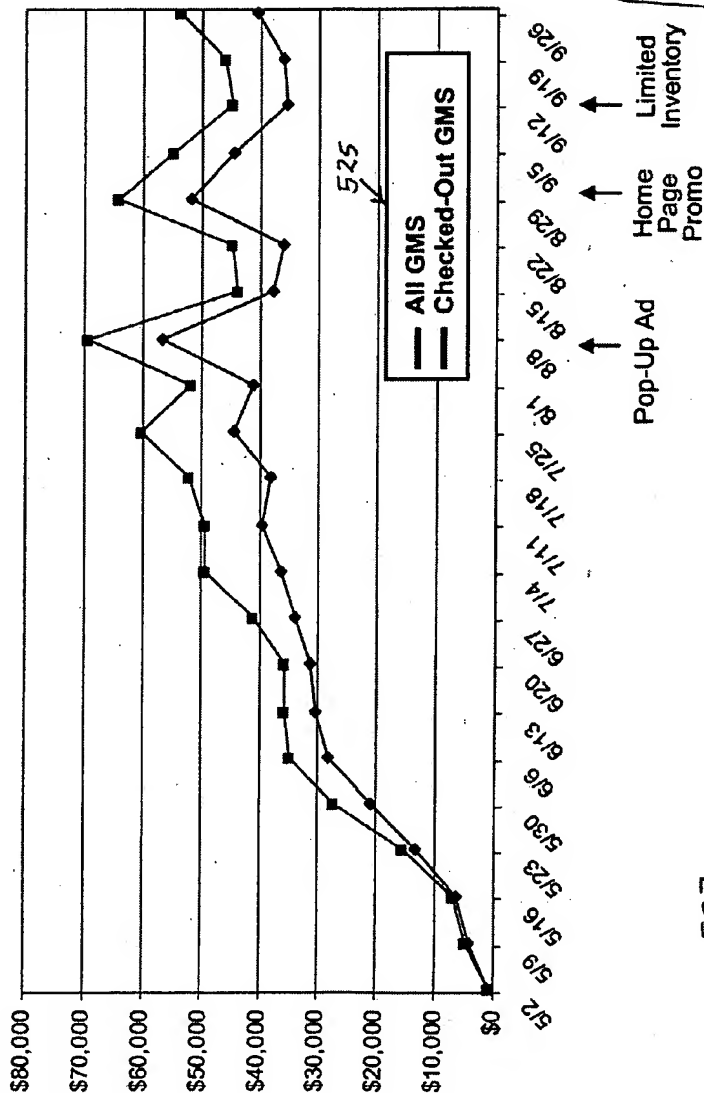
Other Noteworthy News

- ~825 orders had shipping delays from 9/23 - 10/6 due to changes made to systems
- Made adjustments to auction strategy on 10/1 to increase recovery
- 97.9% positive feedback achieved.
- Recommend adding inventory behind SKUs and to support upcoming eBay seasonal promotion.



520 ←

Weekly Sales



527 ←

- Gross merchandise sales (includes all checked out sales and unchecked out sales for past 30 days)
- Net Merchandise Sales (checked out gross merchandise sales)
- Average recovery against lowest channel

DESIGN AVAILABLE COPY

FIG. 5B

RESERVED	RESERVED	605
Required	Main Description	610
Reserved Attribute 600	Reserved Attribute 601	
<p><p>Single-button front, notched collar, button trim on sleeves. Princess seams for flattering shape and on-seam pockets. 100% linen. Dry clean. Imported.</p></p>	<p>Sold in Poppy. Please check listings for additional colors.</p>	
		650

Single-button front, notched collar, button trim on sleeves. Princess seams for flattering shape and on-seam pockets. 100% linen. Dry clean. Imported.

Sold in Poppy. Please check listings for additional colors.

Brand: Chadwick's
Type: Linen Jacket
Size: 10p
Style: Career
Color: Poppy
Actual Color:
Fabric: Linen
Condition: New
Inventory Number: 21213444510p4530

Fig. 6A

660	Field Categories	Require -ments	Service Offering	Display	Descriptions	Examples
662	ATL Change	Numeric	All SO	Required	Quantity on hand available to list on the site. For SO4s, this number will come from Fulfillment	10
664	Default quantity to list	Numeric	All SO	Optional	Used if a specific number of products will be listed for EVERY auction	1
667	MSRP	Numeric	All SO	Required	Manufacturer Suggested Retail Price for the product. Either MSRP, COGS, or both MSRP and COGS is required for each sku. Do not use \$	59.99
668	COGS	Numeric	All SO	Required	Cost of Goods Sold for the product. Either MSRP, COGS, or both MSRP and COGS is required for each sku. Do not use \$	19.45
670	Target Price	Numeric	All SO	Optional	This price is the target for a specific item. Do not use \$	59.99
672	Default Starting Price	Numeric	All SO	Optional	This price field is an option to start each auction for this product – Should be considered after the product strategy has been defined. Do not use \$	39.99
674	Default Auction BIN Price	Numeric	All SO	Optional	This price field is an optional BIN (if option is selected) default – Should be considered after the product strategy has been defined. Do not use \$	59.99
676	Default Auction Reserve Price	Numeric	All SO	Optional	This price field is an optional Reserve Price (if option is selected) default – Should be considered after the product strategy has been defined. Do not use \$	42.99
678	Default Store BIN Price	Numeric	All SO	Optional	This field will provide the Start/End price for a store (If Store Listing Only) Do not use \$	59.99

Fig. 6B

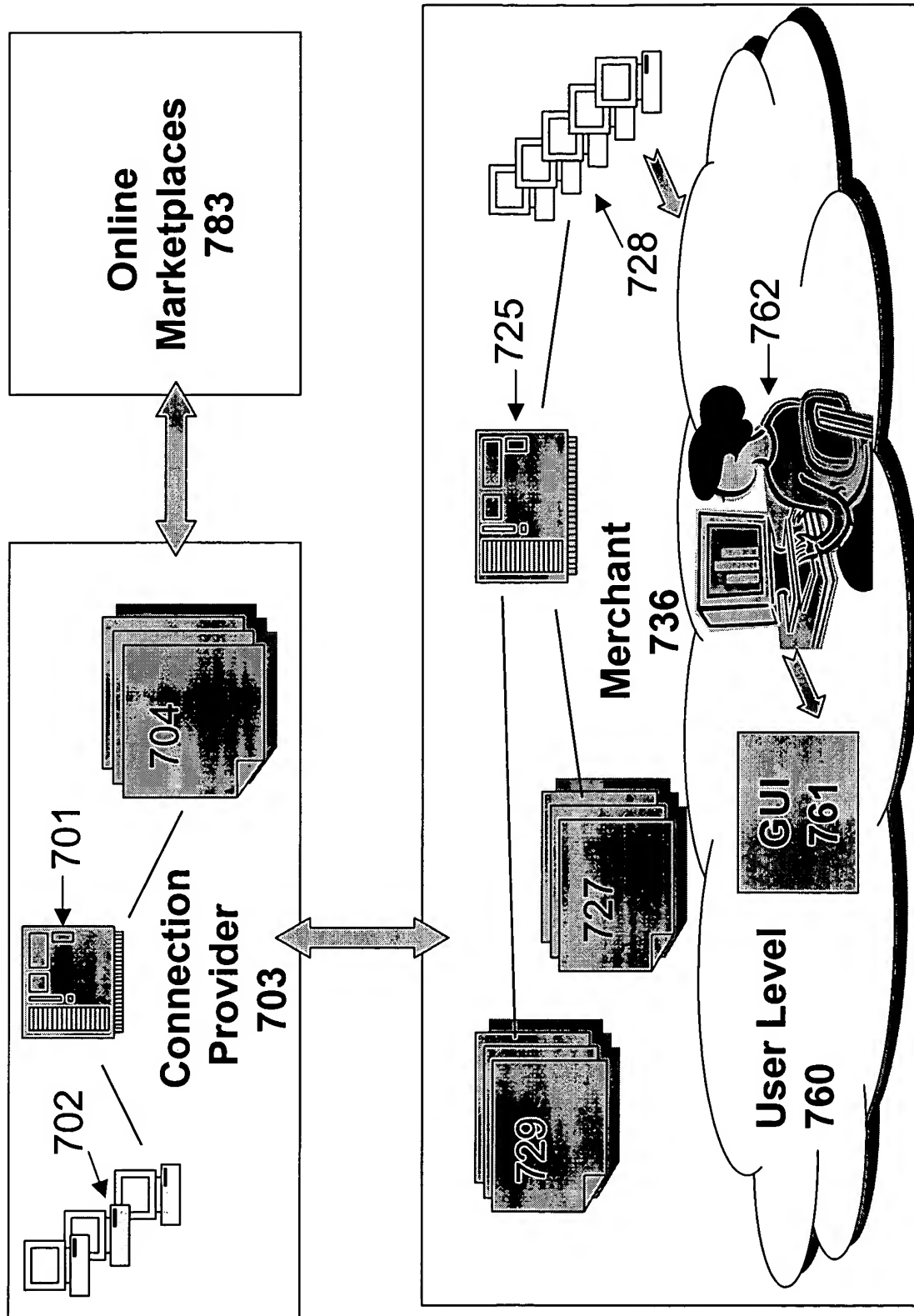


Fig. 7